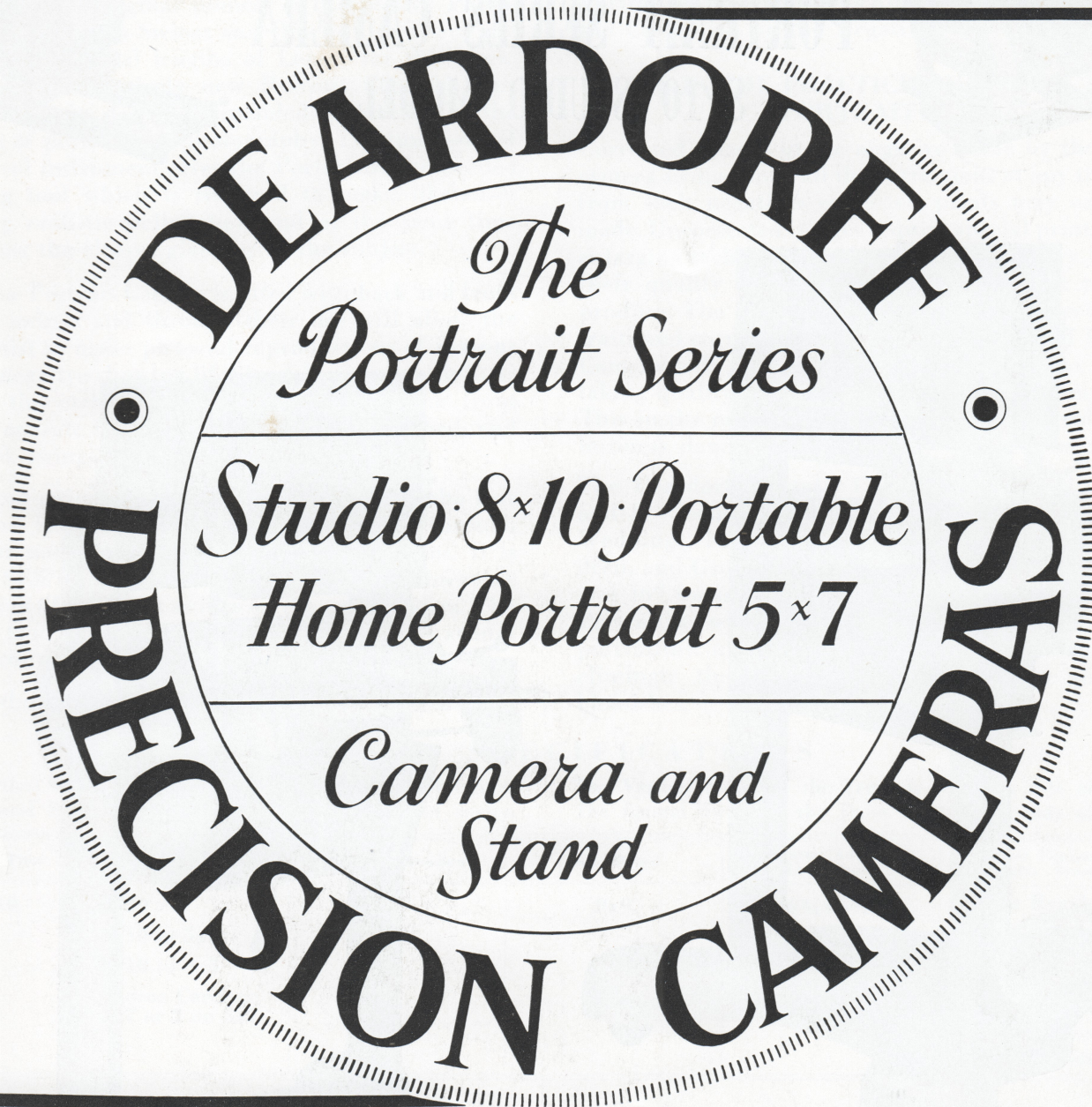


“MAKE THE CORRECTION ON THE NEGATIVE”

DOUBLE SWING BACK



DOUBLE SWING FRONT

the STANDARD PORTRAIT CAMERAS *for*
Color and Black and White PORTRAIT *Photography*
In the Studio — on Location

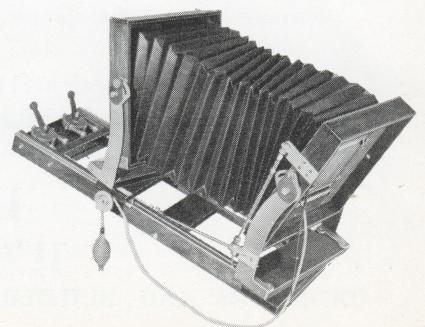
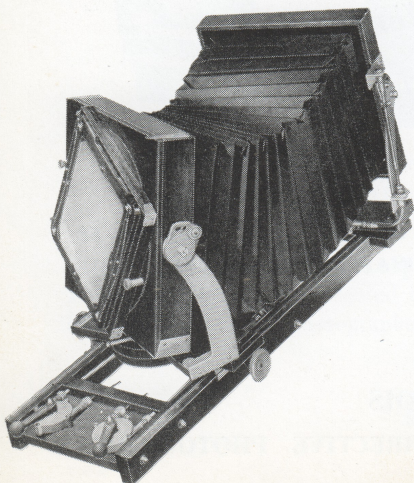
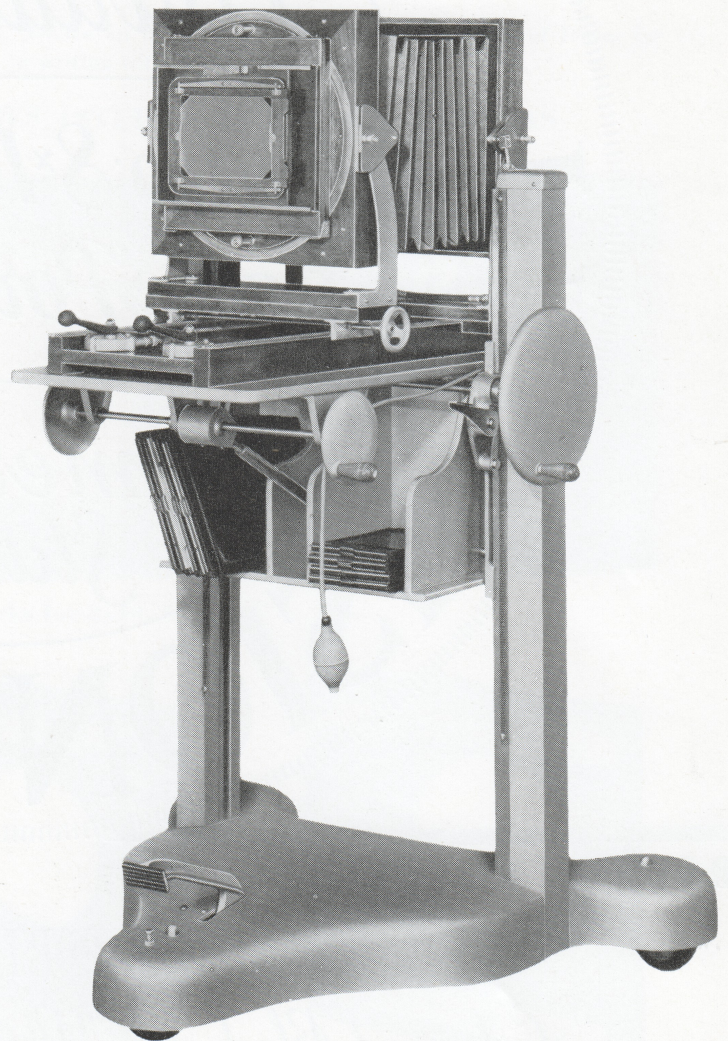
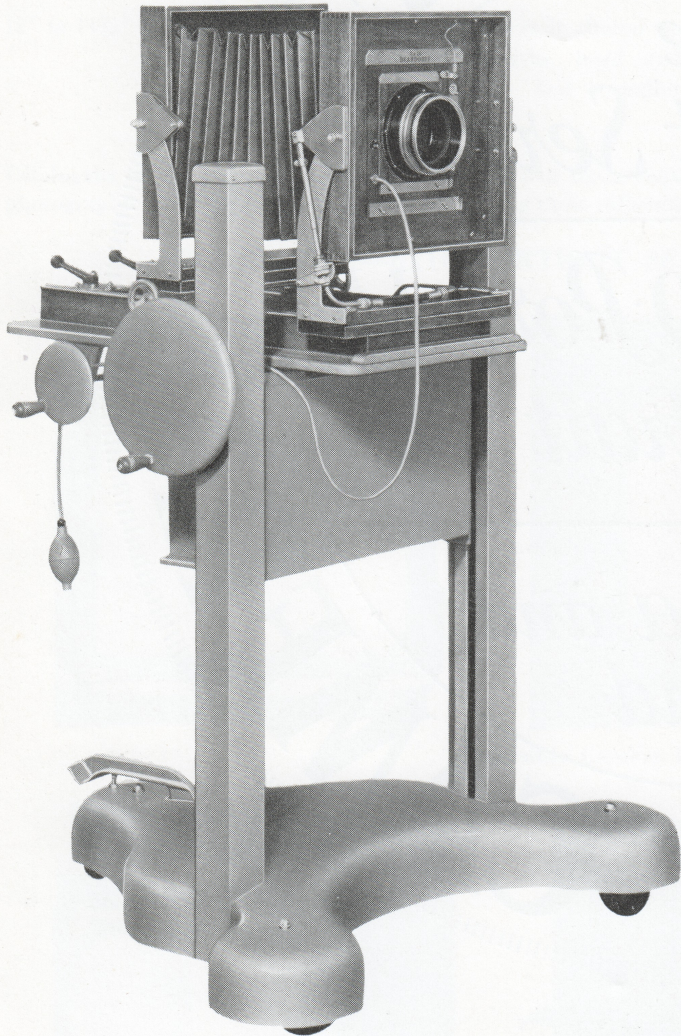
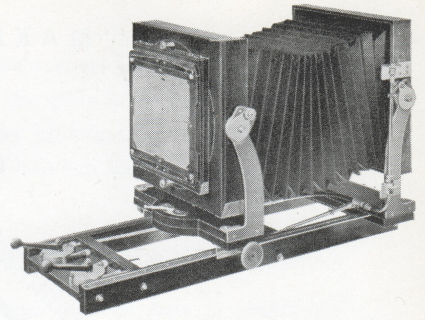
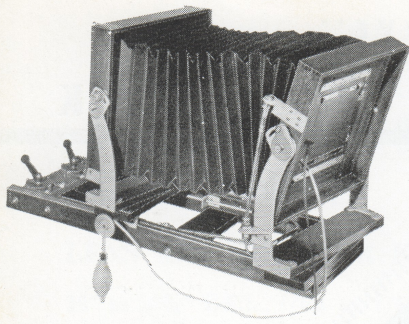
rigid cameras permitting the greatest possible image control, the greatest possible depth of field control at the largest possible “taking aperture”

L. F. DEARDORFF & SONS, INC.

11 SOUTH DES PLAINES STREET, CHICAGO 6, ILLINOIS

DESIGNERS AND BUILDERS OF PRECISION CAMERAS AND STANDS FOR CORRECTIVE PHOTOGRAPHY

THE
PORTRAIT SERIES CAMERA
8/10 STUDIO MODEL



Double Swings back and front
built-in Revolving Adapter
for all Camera Backs and the Sliding Carriage

8/10 STUDIO MODEL CAMERA AND STAND

Deardorff, the original pioneer of Corrective Photography, or Camera Swings and How to Use Them and the Indicated focal lengths of Lenses for this work, now offers an entirely new Portrait Camera. This camera new in design is intended primarily for the making of portraits by photography. The functions of this novel instrument gives the Portraitist the needed working tool which is required to make likenesses showing realistic delineation and at the same time capturing the elusive glamour of the subject.

This new Portrait Camera is fitted with back and front double swings and through their use will allow the Portraitist to make pictorial reproductions of persons on the negative showing lifelike delineation with little use of the etching knife or retouching. The front swings operate from the back of the camera bed, and the back swings from the camera back.

The front swings actuate through the axes of the lens and most important the vertical front swing through the rear nodal point of emergence of the lens. It is easy to SEE the control of Depth of Field by observing the action of the front swings on the ground glass. The same is true by observing the action of the back swings which control Image Shape and Size.

When the correct lighting has been completed the

Portraitist now works behind the camera "Making the Correction on the Negative."

THIS IS THE PRACTICE OF CORRECTIVE PORTRAITURE

Corrected images in the negative made by the use of camera swings show all the corrections at any time and from such negatives corrected prints may easily be made. Uncorrected images require special printing and enlarging techniques and are not satisfactory because their quality is not as good and they cost more to produce. The costs involved in making corrected portraits and corrected prints with the Deardorff Portrait Camera will be materially reduced and the breath-taking quality of the reproductions greatly improved. This in the end will show increases in the volume of business done even in a highly competitive market.

The Deardorff Portrait Camera is designed for 10" and 12" focus F 6.3 and F 4.5 Anastigmat Lenses for Weddings, Full Lengths, Head and Shoulders, Children, and Groups. They are also designed for the 14" and 16" focus Soft Focus Lenses so much desired by Portraitists who have found them exceptional for the portraiture of large heads as this softness tends to eliminate the retouching of heavy lines and skin blemishes.

CAMERA SPECIFICATIONS

The Vertical Swing of the Back is 30° each side of center.
The Lateral Swing of the Back is 20° each side of center.

The Vertical Swing of the Front is 30° each side of center.
The Lateral Swing of the Front is 20° each side of center.

Size of Plate	Camera Backs	Camera Extension	Lens Board	Shutter Adapter Lens Board	Shutter Equipment Regular - Synchro
8x10	8x10 8x10 to 5x7 8x10 to 4x5 Sliding Carriage 5x7 or 2 on 5x7	28"	9x9	6¾x6¾	Ilexpo Regular 9x9 Ilexpo Synchro } 9x9 Fast Speed } Both 4⅛" opening Packard Regular #6 Packard Synchro #6 Both 4" opening

STUDIO MODEL CAMERA STAND

The Deardorff Portrait Camera Stand is entirely new in design. Its operation quiet, simple, quick acting and positive in action and locking control.

The Base is made of cast aluminum to which are mounted 3—5" rubber tired casters. At the rear of the base is mounted the foot operated floor locking device. This is a streamlined designed lever easily operated with the toe of the shoe.

The upright posts are steel into which are mounted the vertical springs which counterbalance the bed of the stand and the camera. The elevating and lowering of the camera is through

extra heavy steel racks and pinions controlled by a large hand wheel. This movement is locked by a hand lever, positive in its action and easy to operate.

The raising and lowering of the camera to any position is easily accomplished with one hand.

The Bed of the Stand is fitted with 2 Tripod Screws for attaching the camera securely, thus permitting almost straight down shots.

The bed is controlled by worm and gear through a hand operated wheel and does not require locking at any position.

STAND SPECIFICATIONS

Height of Stand	Bed Tilt	Bed Suspension	Elevating Mechanism	Casters	Locking Devices
4'3"	Gear Operated 60 Degrees	Double Vertical Coiled Springs	Rack and Gear	5" Rubber Tired	Floor Elevating

THE
PORTRAIT SERIES CAMERA
8/10 PORTABLE MODEL

COMING

**Double Swings back and front
accepts all Reducing Camera Backs
and the Sliding Carriage**

8/10 PORTABLE MODEL CAMERA

The increasing demand by leading Master Photographers for a portable, light weight, and sturdily constructed camera for making formal portraits in the home has led us to design such an instrument. Its design is most revolutionary, its one piece bed, with emphasis on ease of operation, and its compactness and light weight allow it to be used without difficulty on the single post tripod stands.

The camera is supplied with a rugged, shock-proof carrying case. Its four sides and the top and bottom are lined with foam rubber in both the camera and lens compartments. The lens compartment is designed to accept 3 lenses of different focal lengths mounted to shutters and to the lens boards. A tumbler Padlock is supplied for the safe-keeping of the contents of the case.

This new portable Portrait Camera is fitted with back and front double swings and through their use will allow the Portraitist to make pictorial reproductions of persons on the negative showing lifelike delineation with little use of the etching knife or retouching. The front swings operate at the back of the camera bed, and the back swings from the camera back. All swings are controlled by friction.

The front swings actuate through the axes of the lens and most important the vertical front swing through

the rear nodal point of emergence of the lens. It is easy to SEE the control of Depth of Field by observing the action of the front swings on the ground glass. The same is true by observing the action of the back swings which control Image Shape and Size.

THIS IS THE PRACTICE OF CORRECTIVE PORTRAITURE

Corrected images in the negative made by the use of camera swings show all the corrections at any time and from such negatives corrected prints may easily be made. Uncorrected images require special printing and enlarging techniques and are not satisfactory because their quality is not as good and they cost more to produce. The costs involved in making corrected portraits and corrected prints with the Deardorff Portable Portrait Camera will be materially reduced and the breath-taking quality of the reproductions greatly improved.

The Deardorff Portable Portrait Camera is designed for the 10" and 12" focus F 6.3 and F 4.5 Anastigmat Lenses for Weddings, Full Lengths, Head and Shoulders, Children, and Groups. They are also designed for the 14" and 16" focus Soft Focus Lenses so much desired by Portraitists who have found them exceptional for the portraiture of large heads as this softness tends to eliminate the retouching of heavy lines and skin blemishes.

CAMERA SPECIFICATIONS

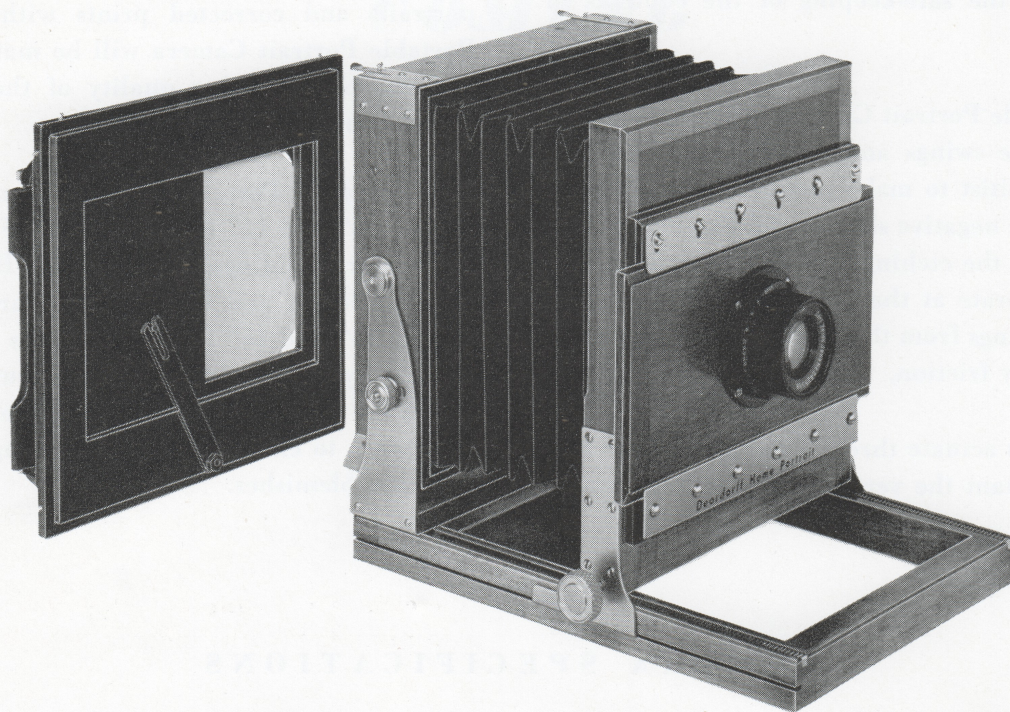
The Vertical Swing of the Back is 30° each side of center.
The Lateral Swing of the Back is 20° each side of center.

The Vertical Swing of the Front is 30° each side of center.
The Lateral Swing of the Front is 20° each side of center.

Size of Plate	Camera Backs	Camera Extension	Lens Board	Shutter Adapter Lens Board	Shutter Equipment Regular - Synchro
8x10	8x10 8x10 to 5x7 8x10 to 4x5 Sliding Carriage 5x7 or 2 on 5x7	24"	9x9	6¾x6¾	Ilexpo Regular 9x9 Ilexpo Synchro } 9x9 Fast Speed Both 4⅛" opening Packard Regular #6 Packard Synchro #6 Both 4" opening

THE HOME PORTRAIT CAMERA

5/7 or 2 on 5/7



Vertical Swing Back only

Sliding Lens Board

Removable Cut-out Board actuates from
outside of camera back

5/7 or 2 on 5/7 HOME PORTRAIT CAMERA

This series made for many years has been the standard of design, compactness, and ease of manipulation for making portraits in the home where the split 5x7 is indicated rather than the larger 8x10.

The leading Home Portraitists throughout the United States not only welcomed this camera but proclaimed it as the standard of perfection. The possibilities for making reproductions in confined situations with the ultimate of control of definition and perspective not possible heretofore, and also permitting proper lighting effects, have improved this type of photography and have made this camera the most successful instrument ever offered to the Home Portraitist.

This camera is built for extremely hard wear and long years of service with the minimum of repair work

required. The main bed is constructed, as are the front and rear frames, of hard Maple. The shifting lens board and the ground glass frame and camera back are made of Central American Mahogany.

The bed is rigid. The back frame is fitted with vertical swing. The front frame is fitted with the focusing pinion and locking nut. The rack extends the full length of the camera bed on both rails and is made of hard brass. The focusing pinions are made of steel. The shifting lens board slides in a horizontal direction to permit the lens to be centered on $3\frac{1}{2} \times 5$. The camera back is fitted with a sliding dividing board operated from the outside of the camera back by a metal lever. The camera back is reversible, and receives standard 5x7 film holders. The dividing board may be removed when the full 5x7 negative is required.

CAMERA SPECIFICATIONS

Vertical swing of the back is 15° ; 5° forward and 10° backward.

Camera front frame rigid.

Camera front frame fitted with focusing knob and locking nut.

Shifting lens board is $9\frac{3}{8} \times 4\frac{3}{4}$ ". It can be shifted sideways in both directions to permit the lens to center on $3\frac{1}{2} \times 5$.

Shifting lens board is mounted $\frac{7}{8}$ " below center of ground glass which eliminates need for the vertical movement.

Shifting lens board receives the Packard Shutter No. 6 with $1\frac{3}{4}$ " opening.

The camera may also be fitted with lenses mounted to between-the-lens shutters.

Bellows made of leather.

Camera extension $12\frac{1}{2}$ ".

Focal length of lenses indicated for this camera 7" to 9".

Fitted with standard tripod socket.

Size of Plate	Camera Extension	Camera Back	Dividing Back	Packard Shutter Equipment
5x7	$12\frac{1}{2}$ "	5x7	Makes 2 on 5x7	No. 6— $1\frac{3}{4}$ " opening Regular No. 6— $1\frac{3}{4}$ " opening Synchro

LENSES AND SHUTTERS For DEARDORFF PORTRAIT SERIES CAMERAS

The table below lists lenses of several focal lengths for various phases of Portrait Photography. It should be noted that the emphasis in the table is on focal lengths. These focal lengths definitely should be part of every photographer's equipment because only by his choice of the proper focal length of lens can the best perspective and control of image distortion be accomplished.

LENS AND SHUTTER EQUIPMENT—8x10 PORTRAIT SERIES (STUDIO—PORTABLE) CAMERAS

10" to 10 $\frac{3}{4}$ " E.F.L., f/6.3 to f/6.8 medium wide-angle lens in shutter; for extra large groups in confined situations.

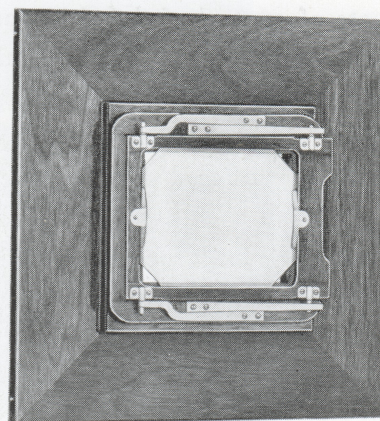
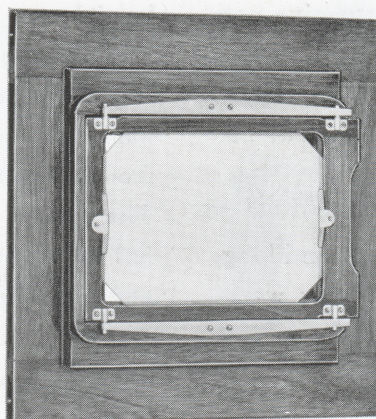
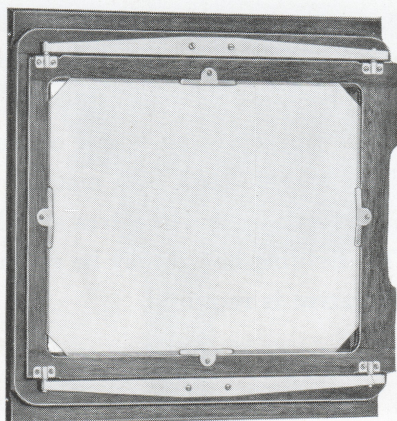
12" to 14 $\frac{3}{4}$ " E.F.L., f/4.5 to f/6.8 normal angle lens in shutter or barrel; for full lengths, head and shoulders, children and smaller groups.

10" to 14" E.F.L., f/6 soft focus portrait lens in shutter or barrel; for large heads on 5x7 and 8x10 plates.

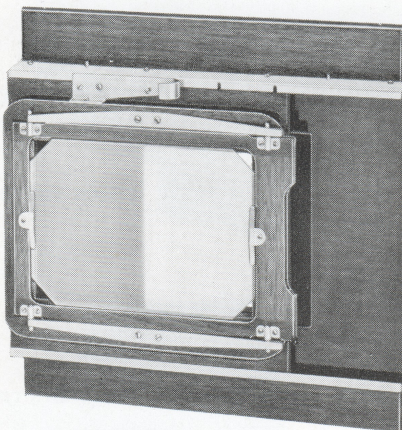
12" to 16" E.F.L., f/4.5 to f/4.8 soft focus portrait lens in shutter or barrel (the 12" focus lens at f/4.8 can be fitted to the No. 5 Synchro shutter); for large heads on 5x7 and 8x10 plates.

Catalogues of the leading lens makers may be had upon request. Advice on the correct types and focal lengths of lenses for any photographic problem given to anyone presenting their difficulties in writing with suitable photographs.

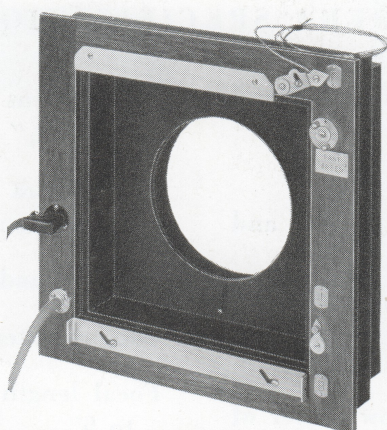
ACCESSORIES—8x10 PORTRAIT SERIES (STUDIO—PORTABLE) CAMERAS



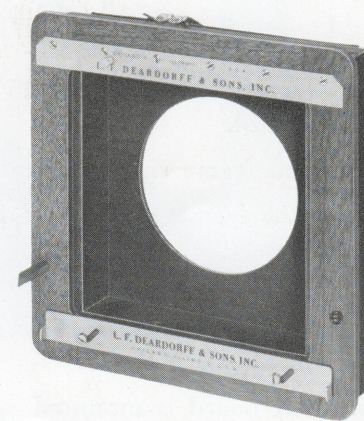
Reversible Camera Backs for 8x10, 5x7, 4x5



Split Sliding Carriage
5x7 or 2 on 5x7



Ilexpo Shutter Adapter and Shutter



Packard Shutter Adapter and Shutter

CORRECTIVE PHOTOGRAPHY, by Lewis L. Kellsey, is an illustrated elementary textbook on Camera Swings And How To Use Them. The subject is presented in a simplified and understandable manner. Answers all questions about the practice of Corrective Photography. Every photographer should have a copy for reference purposes.

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